

The Impact of Mass Tourism Concept on Tourism Development in Bali

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ABSTRACT

Tourism is growing industries in Bali. In fact, many people are, especially in Bali, really depend on the industry. The administration of tourism must, of course, be based on the concept of sustainable tourism development. Unfortunately, in reality, tourism development models based on mass tourism development are still encountered. This study examines the implementation of the mass tourism and the impact to the development of tourism in Bali. It is a normative legal that makes use of primary and secondary legal materials. All legal materials were processed and analyzed. The results show that mass tourism focuses on many tourists to be brought to an area without regard to sustainability aspects. The impact of applying the concept of mass tourism in the development of tourism in Bali is that its application in its development can have negative and positive impacts that affect the environment, economy, and socio-culture.

Keywords: *Impact; Mass Tourism; Sustainable Tourism.*

1. INTRODUCTION

Indonesia is a tourist destination that offers uniqueness and natural beauty and has a tourist attraction, especially from the cultural aspect attracting tourists to visit and tour. Bali is one of the exciting tourist destinations to visit. According to Badan Pusat Statistik Provinsi Bali, the total number of foreign tourist visits to Bali in 2018 reached 15,806,191; in 2019, it increased to 16,106,954; and in 2021, it decreased to 4,022,505. The decline was due to the emergence of Covid-19 pandemic. Meanwhile, the number of domestic tourist visits to Bali in 2018 reached 9,757,991; in 2019, it reached 10,545,039; and in 2020, it decreased to 4,596,157. pandemic has had a significant impact and dealt a tremendous blow to the development of the tourism industry, especially in Bali, where people are very dependent on the tourism industry.

The development can also negatively impact various aspects of people's lives. This negative impact arises for several reasons. One of the reasons referred to is the application of the concept of tourism development which is not based on sustainable tourism but the concept of mass tourism. One of the characteristics of mass tourism is that as many tourists as possible are brought to an area. Then all-natural and cultural resources are commercialized on a large scale, regardless of their sustainability [1]. This research is not only discussed about the concept of mass tourism but also discussed and

analyzed the empirical condition which derived from mass tourism implementation practically.

The tourism industry ought to be developed without compromising the environment. However, in practice, it is undeniable that mass tourism often appears and becomes one of the solutions in developing tourism to gain big profits at the expense of the environment. This study examines two issues: the application of mass tourism and the implementation of the mass tourism in the tourism development in Bali. The things described encouraged the author to investigate research entitled "An Analysis of the Impact of the Application of Mass Tourism Concept in Tourism Development in Bali."

2. METHOD

This study is a normative legal study that makes use of primary legal materials and secondary legal materials. Both of these materials were processed then analyzed to know the mass tourism and its impact on the tourism development in Bali.

3. RESULT AND DISCUSSION

3.1 The Concept of Mass Tourism

The tourism industry is one of the growing industries in Bali. Balinese people are very dependent on the industry. The development of the industry is also

inseparable from the existence of tourism areas and tourist attractions, both natural and cultural tourism that attracts the attention of tourists to visit the area. The existence of a tourist attraction undeniably is one of the elements that attract the interest of tourists to visit Bali. This is very influential on the development of the tourism industry, especially in Bali. Tourism developing in the world can generally be described as two big boxes: the first big-box represents mass tourism, and the second big-box represents what has been proliferating in recent years, that is, alternative tourism [2]. The existence of tourism development, of course, has different characteristics and impacts from one another.

Mass tourism has been developing so far as characteristics, such as tourists bringing as many as possible to an area. Then most of the existing natural resources (water, land, views, and spaces) and culture are mainly commercialized regardless of the sustainability aspect [3]. Mass tourism can indeed bring one positive impact by bringing in as many tourists as possible. However, the essential aspect to take into account is the negative impact caused it causes on the environment as well as on natural resources and so on. The style of mass tourism in its development has proven to bring many negative impacts compared to positive impacts, both on local communities, nature and culture preservation, and on the local community's economy [5]. Based on these conditions, the concept of alternative tourism that emphasizes the element of sustainability is raised.

Through the Bali Provincial Regulation Number 10 in 2015 on Bali Province Regional Tourism Development Plan for 2015-2029, the Province of Bali itself has prescribed regional tourism development. It is contained in the provisions of Article 11, which states that the direction of regional tourism development includes five concerns, namely:

1. Quality, community-based, and sustainable tourism development;
2. Integrated regional tourism development across sectors, regions, and actors;
3. Regional tourism development that prioritizes the potential advantages of tourism areas, Special Tourist Attraction Areas (*KDTWK*), and Tourist Attractions (*DTW*) with development priorities by the theme of regional development;
4. Development of local wisdom-based tourist attractions, which is based on the potential for cultural, natural, and artificial attractions; and
5. Regional tourism development is oriented towards equitable distribution of economic growth, increasing employment opportunities, reducing poverty, and preserving culture and the environment.

Established on the provisions of Article 11 letter a, described above, it can be recognized that regional tourism development is more directed towards quality,

community-based and sustainable tourism development. It is, of course, not in line with the concept of mass tourism development. Even in the provisions of Article 47 letter e, it has been emphasized that the development of the regional tourism industry includes the development of environmental responsibility. Furthermore, the development of responsibility for the environment is regulated in the provisions of Article 61. For that matter, it has been determined that the policy direction for the development of responsibility toward the environment, as referred to in Article 47 letter e, is realized in the development of tourism business management which refers to the principles of sustainable tourism development, tourism code of conduct and green economy.

3.2 The Impact of the Application of Mass Tourism Concept on Tourism Development in Bali

The emergence of mass tourism in tourism development in Bali can, of course, harm the environment. For instance, tourism support facilities that are not by the zoning and designation are still found. The emergence of various kinds of tourism activities, facilities, and services involves the role of the Government and Regional Government and involves the role of the community and entrepreneurs. Many tourism facilities have been established in areas that are not by the designation of the place; for example, the border of the coast and the border of the ravine is undeniable to have occurred. The increasing number of tourist visits and the development of the tourism industry opens up possibilities for tourism development that leads to mass tourism.

The emergence of mass tourism certainly has an impact on the environment, economy, and socio-culture. The effects of mass tourism could be observed both in constructive and destructive ways. Even though it incorporates some destructive effects, it is difficult to deny the superiority and the existence of mass tourism for a longer time. Then, the most important thing for nations to avoid the destructive effects of mass tourism is to undertake strict regulative measures to protect the natural environment and historical places, and the socio-cultural identity of people [7]. Mass tourism development not only influences the local environment, economy, and business governance but, more importantly, the people, culture, heritage, and traditions [8].

Mass tourism has many drawbacks, but it can indeed generate high income and cannot be completely put aside [9]. Preserving nature, the environment, and resources is one of the goals of tourism. However, in reality, mass tourism can harm the environment. As a result, sustainable tourism is one solution to overcome this. Sustainable tourism has begun to develop in the late 1980s and early 1990s [10]. Sustainable tourism development is significant to implement because, according to the sustainable development paradigm, it is based on the journey of realizing development that is increasingly uncontrolled in a country [11]. The

government and local governments play a crucial role in establishing the direction of regional tourism development, especially in Bali. The government also has a role in ensuring that all tourism supporting facilities are by their designation to reduce negative environmental impacts.

With the existence and implementation of sustainable tourism development, efforts to preserve the entire socio-cultural life of local communities and the environment in tourist destinations can still be a concern. It will provide economic benefits to local communities in a sustainable manner so that the three aspects (social -culture, environment, and economy) can be passed on from generation to generation [15]. The Global Sustainable Tourism Council has determined the criteria for sustainable tourism. The criteria refers to planning for the practical sustainability, optimizing the social and economic benefits for the local communities, empowering cultural heritage, and decreasing negative environmental impacts [16]. Sustainable tourism is the solution for tourism development that still utilizes environmental resources, regards the culture, and impacts economic development so that the negative impact of tourism development can be minimized.

4. CONCLUSION

Mass tourism focuses on the maximum number of tourists brought to an area so that impacts are generated both on existing natural resources and on culture regardless of the aspect of sustainability and sustainability. The development of mass tourism can have negative and positive impacts on its development, impacting the environment, economy, and socio-culture.

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